

COASTAL CONSERVANCY

Staff Recommendation

September 8, 2005

SAVING THE BAY DOCUMENTARY

File No. 02-017

Project Manager: Joan Cardellino

RECOMMENDED ACTION: Authorization to disburse funds to KTEH-TV Foundation for production of a television documentary about San Francisco Bay.

LOCATION: All Bay Area Counties

PROGRAM CATEGORY: Public Access and Education

RESOLUTION AND FINDINGS:

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31000 et seq. of the Public Resources Code:

“The State Coastal Conservancy hereby authorizes disbursement of up to one hundred thousand dollars (\$100,000) to KTEH-TV Foundation for production of a four-hour documentary on the history and development of San Francisco Bay. Prior to the disbursement of funds to the KTEH-TV Foundation, the Foundation shall submit for the review and approval of the Executive Officer of the Conservancy a final work program, schedule and budget, and a proposed acknowledgement of the Conservancy’s assistance in the television documentary.”

Staff further recommends that the Conservancy adopt the following findings:

“Based on the accompanying staff report and attached exhibits, the State Coastal Conservancy hereby finds that:

1. The proposed authorization is consistent with the purposes and objectives of Public Resources Code Section 31400-31409, regarding public access to the coast, and with Section 31119(a)(1) regarding granting funds to nonprofit organizations for educational programs.
 2. The proposed authorizations are consistent with the Project Selection Criteria and Guidelines adopted by the Conservancy on January 24, 2001.
 3. KTEH-TV Foundation is a nonprofit organization, existing under the provisions of Section 501(c)(3) of the U.S. Internal Revenue Code, and whose purposes are consistent with Division 21 of the Public Resources Code.”
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PROJECT SUMMARY:

Staff recommends authorization to disburse up to one hundred thousand dollars (\$100,000) to KTEH-TV Foundation for the purpose of producing a public educational documentary about the history and development of San Francisco Bay.

San Francisco Bay has a tremendous history. Its natural history has made it one of the largest and most biologically diverse estuaries in the world, and one of the world's richest economies developed in and around it. A televised documentary about the history of the bay will have wide public appeal, and be a very useful tool for educating viewers about the environmental issues confronting the bay now. The Conservancy has spent millions of dollars on projects in the San Francisco Bay region, for both public access and habitat protection. While not exclusively focused on Conservancy projects, this documentary will nevertheless significantly increase the public's understanding of the importance of the Conservancy's efforts to expand public access and recreation and to preserve and restore bay habitats.

KTEH-TV Foundation is producing a 4-hour public television program that will be aired in the Bay Area and nationwide in 2006. Work has been underway on the program since 2002, and many hours of film have already been shot. Production of the program includes interviews with key individuals, historical research to find vintage photographs and film clips, filming current footage of the bay shoreline and landscape, and finally, editing it all into four one-hour segments that follow specific themes. Most of the interviews have now been completed, and the historical research is finished. Conservancy funds will be used for the final editing tasks.

KTEH-TV Foundation owns and operates public television station KTEH, based in San Jose. KTEH-TV Foundation was established in 1964 and is dedicated to programming that will inform, educate and culturally enrich the community. KTEH broadcasts to 14 counties in northern California, but it is also affiliated with the national Public Broadcasting System. PBS is expected to air the documentary nationwide on its affiliated stations.

Site Description: The documentary will cover the entire San Francisco bay region.

Project History: When Conservancy staff was first approached about this project in late 2001, it was envisioned as a one-hour television program, and the initial idea was to use the Bay Trail as an organizing theme to tell the story of the bay. The Conservancy authorized funding for the bay documentary in March of 2002, in the amount of \$50,000. At the same time, the Conservancy authorized the Bay Trail Project to allocate \$50,000 of its Conservancy-funded block grant for the documentary. Those funds were put toward the cost of filming interviews with key personalities and shooting contemporary landscape scenes. From the initial phase of contemporary filming, and the use of historical film archives, KTEH was able to produce a 15-minute film clip summarizing the content of the expanded documentary.

As interest in the project grew, and the wealth of the subject matter became apparent, the documentary has grown to four hours, and the subjects are organized around chronological time periods and themes of prevailing attitudes towards filling and

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developing the bay. The Conservancy was to receive a copy of the 1-hour video documentary and an excerpt for educational outreach. Those requirements will be carried over to the new agreement, so that when the 4-hour documentary is completed the Conservancy will have a copy to show in appropriate venues.

PROJECT FINANCING:

Coastal Conservancy	\$100,000
Other sources	<u>\$520,000</u>
Total Project Cost	\$1,000,000
Current shortfall	[-\$380,000]

This project is proposed to be funded from the Conservancy's share of the California Beach and Coastal Enhancement Account of the Environmental License Plate Fund. These funds can be used for any purpose of the Conservancy's legislation. The primary purpose of the documentary is to educate the public about environmental issues affecting San Francisco Bay, and the historical developments that created those issues.

CONSISTENCY WITH CONSERVANCY'S ENABLING LEGISLATION:

The proposed authorization is consistent with Chapter 9 (regarding public access) of the Conservancy's enabling legislation, Division 21 of the Public Resources Code. PRC Section 31400.3 states that "[T]he Conservancy may provide such assistance as is required to aid public agencies and nonprofit organizations in establishing a system of public coastal accessways, and related functions necessary to meet the objectives of this division." The proposed grant to KTEH-TV Foundation to produce a documentary program on San Francisco Bay will help educate the public about the value of public access to the bay shoreline and the importance of the habitat restoration projects that have been undertaken with Conservancy assistance.

Additionally, under Section 31119(a) the Conservancy is authorized to award grants to nonprofit organizations for educational projects educating pupils in kindergarten through grade 12 about coastal resources. This project is expected to educate pupils, among others.

CONSISTENCY WITH CONSERVANCY'S STRATEGIC PLAN GOAL(S) & OBJECTIVE(S):

This project is generally consistent with the Conservancy's strategic plan, especially Goals 2, 5, 10 and 11, by promoting interest in public access to the San Francisco Bay shoreline and appreciation for the habitats found there.

CONSISTENCY WITH CONSERVANCY'S PROJECT SELECTION CRITERIA & GUIDELINES:

The proposed project is consistent with the Conservancy's Project Selection Criteria and Guidelines adopted January 24, 2001, in the following respects:

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Required Criteria

1. **Promotion of the Conservancy's statutory programs and purposes:** See the "Consistency with Conservancy's Enabling Legislation" section above.
2. **Consistency with purposes of the funding source:** See the "Project Financing" section above.
3. **Support of the public:** Packard Foundation (Resources Legacy Fund), San Francisco Foundation, Richard & Rhoda Goldman Fund, Chevron, PG &E, Cargill, Bill and Mel Lane, Sonoma County Water Agency, East Bay Regional Parks and the Port of Oakland are the major funding contributors to-date.
3. **Location:** This project is about the entire San Francisco Bay region.
4. **Need:** The producers of the documentary need Conservancy input on issues and people that should be included in the content, and they need Conservancy funding in order to finish the documentary in a timely fashion.
5. **Greater-than-local interest:** This documentary program will explore issues that have affected the entire bay, and the whole San Francisco Bay region.

Additional Criteria

6. **Urgency:** KTEH would like to air this program in early 2006, which means the documentary must be completed within the next 4 months.
11. **Innovation:** The documentary is being filmed with extremely high resolution so that it has excellent visual quality and can be viewed on high-definition television sets.
12. **Readiness:** As described above, work on the documentary is already underway. The Conservancy's grant will enable the work to continue to meet the end-of-the-year deadline.

CONSISTENCY WITH SAN FRANCISCO BAY PLAN:

Development of a public educational television program about San Francisco Bay, which focuses on habitat restoration and public access issues, is consistent with the goals and purposes of the San Francisco Bay Plan because it promotes the policies of protecting and restoring the Bay that are promulgated by the Bay Plan.

COMPLIANCE WITH CEQA:

Production of a television documentary does not constitute a "project" under the California Environmental Quality Act, defined in 14 California Code of Regulations Section 15378, as it does not have the potential for causing a physical change to the environment.